NEW MODEL ISSUE

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THE CAR AND TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

WHAT'S NEW FOR '93

Luxury Cars to Excite Your Execs
Lessor Exec Car Recommendations
Sneak Preview of '94-'96 Models

10 Steps to Analyze
Company-Provided vs. Reimbursement

Cadillac Unveils '93 Fleetwood

Cost-Cutting Ideas that Work
Creating a Truck Maintenance Policy

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THE CAR AND TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

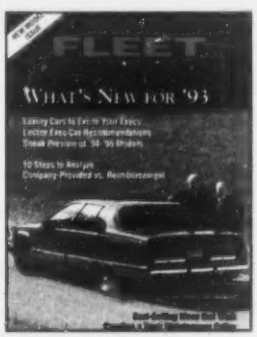
BOBIT PUBLISHING

October 1992
VOL. 31, NO. 12

Influencing the management of 5,072,000 cars and 2,209,000 light trucks and vans in business, leasing, rental, utility, government, police, and taxi fleets.

Page 16 *— The 1993 Dodge Intrepid has a 3.5L 24-valve V-6 engine, driver- and passenger-side airbags, and a four-speed automatic transaxle.*

Page 88 *— A maintenance policy should also provide a contingency plan to offer backup vehicles when units are unexpectedly down. One alternative may be a short-term rental.*



On the Cover: *Peter Gerosa, general sales & service manager for Cadillac, and Vic Poleni, Cadillac's manager of fleet & limousine activity, pose behind the redesigned 1993 Cadillac Fleetwood. See page 58. Photography by David Franklin Studios.*

Features

16 **1993-Model Year Fleet Car Facts at a Glance**
Here's what's new for fleet cars for 1993.

26 **1993-Model Year Luxury Lineup Offer Executives' Choices**
Many 1993-model luxury cars offer improved safety features and refined engines.

34 **Lessor Recommendation Guide to 1993 Executive Vehicles**
Twelve lessors give their recommendations for 18 different executive vehicles.

36 **A Three-Year Forecast of Upcoming Fleet Vehicles**
The next three years will mean big changes for many fleet cars.

44 **10-Step Analysis of Employee- vs. Company-Provided Cars**
Find out how to financially compare the value of company-provided versus employee-provided vehicles.

54 **Tax Rules for Transferring Leased Units to Other States**
Knowing the tax rules can help save money.

58 **1993 Cadillac Fleetwood Goes RWD & Adds Airbags**
The new Fleetwood has been redesigned with more interior and trunk space.

64 **Aggressive Cost-Cutting Ideas (that Work)!**
Six fleet managers share ideas on how they cut costs.

72 **Keeping Drivers Informed Minimizes Operating Costs**
Business Driver *magazine is an effective way to promote safety and proper maintenance to your drivers.*

74 **How to Analyze Fuel Management Reports**
Fuel management reports are a valuable source for making comparative analyses and monitoring fuel consumption and expenditures.

78 **Rental Replacements: RX for Driver Downtime**
Rental replacements help fleet managers fulfill the need for temporary vehicles.

82 **Selling Used-Fleet Vehicles to the Movie Industry**
How to make your out-of-service vehicle a "celebrity."

84 **Tire Maintenance and Inspection Means Savings**
Proper tire maintenance provides big savings by prolonging tire life.

Truck/Van Section

88 **The Value of Establishing a Fleet Maintenance Policy**
A written maintenance policy helps reduce costs and ensures that a vehicle's warranty is not voided by not adhering to maintenance intervals.

Departments

Letters 6
Industry News 8
Hotline 15
Truck & Van News 96
Personnel Personals 102
Leasing 104
Used-Car Prices 106
Products/Services 109
Gas/Diesel Prices 110
Ad Index 111
Calendar 111
Editorial 112

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Chevrolet to Focus on Smaller Fleets

Chevrolet's new Commercial/Specialty Vehicles Group will work with dealerships to develop new business and increase sales in the small fleet market. Small fleets — fleets which operate 150 or fewer vehicles — represent a 1.4-million-unit market, says Tom Pfingst, the Chevrolet group's new director of field sales.

The Commercial/Specialty Vehicles Group is a new group within Chevrolet Motor Division. The small fleets that Chevrolet intends to cultivate as customers include city, police, taxi, and commuter van pools; daily rental vehicles for dealers; utility-firms; and operators of special commercial chassis. The group will also focus on RV business and specialty vehicles.

Only about 10 percent of Chevrolet's 4,400 dealers are active in commercial sales, Pfingst estimates. The group will provide training and support to dealerships to better tap into this market segment, Pfingst says. The group will establish a daily rental program for dealers that will make readily available to fleets Chevrolet cars, trucks, vans, and, possibly stepvans.

Altima Trademark Dispute Dismissed by Court

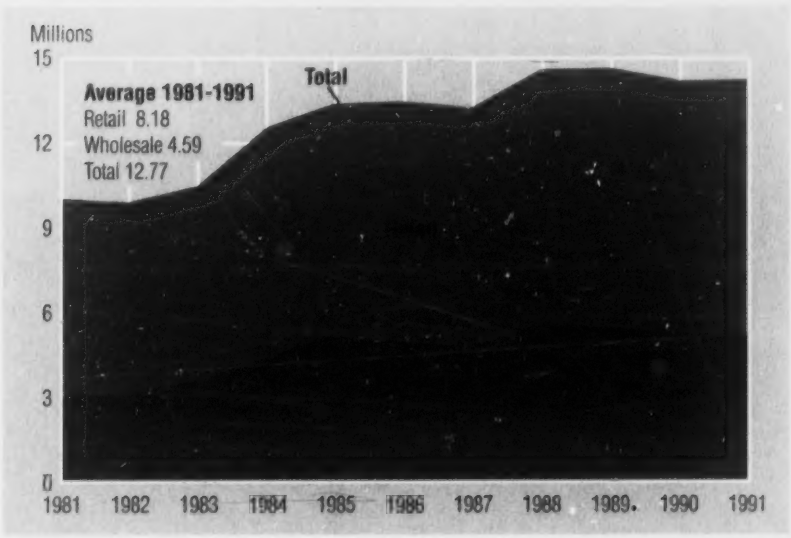
A lawsuit filed in federal district court against Nissan Motor Corporation in U.S.A. concerning possible trademark violations for Nissan's use of the Altima name was dismissed by a federal judge in the Northern District of Illinois on August 27, 1992. The suit was brought by Altima Systems, Inc. of Concord, CA, a manufacturer of portable computers. In the suit, Altima Systems sought injunctive relief and damages for acts of alleged trademark dilution and infringement and unfair competition.

Altima Systems has promoted, advertised, and sold its product line throughout the U.S. since 1990. The company expressed concern that Nissan's extensive national advertising campaign for the Altima would erode and destroy the advertising value and uniqueness of the brand name.

After considering all the evidence of both parties, the federal judge denied Altima System's request for a temporary restraining order against Nissan for the use of the Altima name. "We are pleased with the outcome of the hearing," said Earl Hesterberg, vice president and general manager, Nissan Division. "Obviously, the two products in question, a car and a computer, are not in competition with each other and will not be confused in the marketplace."

The all-new 1993 Nissan Alti-

Used-Vehicle Sales by Franchised New-Car Dealerships



Franchised new-car dealers sold an estimated 14.2 million used vehicles in 1991. Of these, 8.8 million used vehicles were retailed and 5.4 million were wholesaled. Franchised dealers obtained 65 percent of used units retailed from trade-ins and a record 28 percent from auctions. In 1981 dealers obtained 77 percent of their units from trade-ins and only six percent from auctions. The increase in dealer auction purchases has been the result of the high volume of program cars sold through closed auction sales and the increase in commercial fleet vehicles remarketed through auctions.

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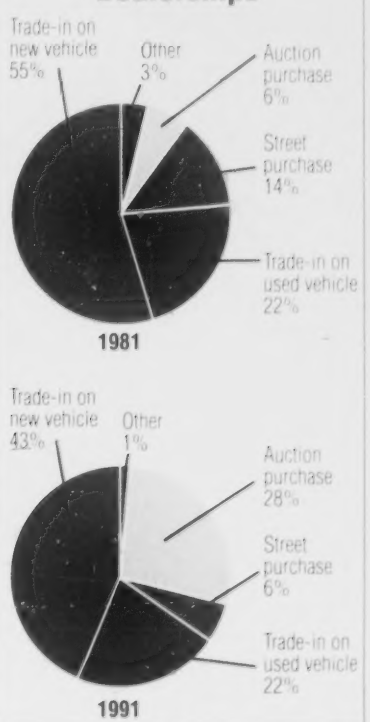
Source of Used Vehicles Retailed by Franchised Dealerships



ma, which is positioned between the Maxima and Sentra, went on sale at Nissan dealerships nationwide Sep.1, 1992. Altima Systems had asked the district court to issue an injunction against Nissan's introduction of the Altima.

Piemonte Adds Chevrolet to Product Mix

Piemonte Fleet Operations, headquartered in Melrose Park, IL, has added the full line of Chevrolet cars and light trucks to its fleet customer offerings. Piemonte, which already sells Ford, Dodge, and Nissan products, provides nationwide delivery to fleets, as well as other fleet services.

The dealership has already begun selling Chevrolet products to fleet customers through its Melrose Park facility. Piemonte Fleet Operations is headed by Milo Matick, fleet sales manager, and Don Fenton,

U.S. Composite Fleet Expenses (Feb. 1991 to March 1992)

	$ Per Month	Cents Per Mile
Gasoline	105.33	5.07
Oil	2.70	0.13
Maintenance and Repair Expenses	36.66	1.76
Warranty Recovery	(0.36)	(0.02)
Tires and Tire Repair	10.46	0.50
Total Running Expenses	**154.79**	**7.44**
Provision for Depreciation	266.10	12.80
Depreciation Adjustment — Car Sold	14.04	0.68
Manufacturers Allowance	(0.36)	(0.02)
License & Taxes	19.86	0.96
Insurance	39.76	1.91
Accident and Theft Loss Expense	11.85	0.57
Recovery	(2.26)	(0.11)
Miscellaneous	4.51	0.22
Total Standing Expenses	**353.50**	**17.01**
Parking & Storage	23.61	1.14
Washing	8.60	0.41
Tolls	5.65	0.27
Total Incidental Expenses	**37.86**	**1.82**

Source: PHH FleetAmerica

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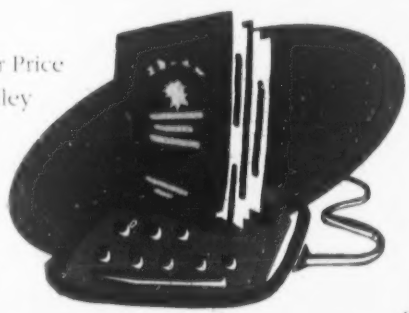

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USED-CAR PRICES

The following are average used-car prices for the period ending August 19,1992. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of *Automotive Market Report*.

Model	Zone 1	Zone 2	Zone 3
89 BUICK SKYHAWK			
Coupe	4,900	4,949	4,861
Sedan	4,967	5,017	4,927
88 BUICK SKYHAWK			
Coupe	3,930	3,969	3,899
Sedan	3,989	4,029	3,957
91 BUICK SKYLARK			
Cust. Sedan	8,182	8,264	8,116
90 BUICK SKYLARK			
Cust. Sedan	6,731	6,798	6,677
91 BUICK CENTURY			
Cust. Sedan	9,857	9,956	9,779
90 BUICK CENTURY			
Cust. Sedan	7,199	7,271	7,141
91 BUICK LESABRE			
Cust. Sedan	11,900	12,019	11,805
90 BUICK LESABRE			
Cust. Sedan	9,310	9,403	9,236
91 CADILLAC DEVILLE			
Coupe	18,461	18,646	18,313
Sedan	18,644	18,830	18,495
90 CADILLAC DEVILLE			
Coupe	15,237	15,389	15,115
Sedan	15,393	15,547	15,270
91 CADILLAC SEVILLE			
Sedan	18,317	18,500	18,170
90 CADILLAC SEVILLE			
Sedan	15,496	15,651	15,372
91 CHEVY BERETTA			
Coupe	8,144	8,225	8,078
90 CHEVY BERETTA			
Coupe	6,692	6,759	6,639
91 CHEVY CORSICA			
Htchbk. 4-Dr.	7,777	7,855	7,715
90 CHEVY CORSICA			
Htchbk. 4-Dr.	6,118	6,179	6,069
91 CHEVY CAVALIER			
Sedan	6,293	6,356	6,243
90 CHEVY CAVALIER			
Sedan	4,728	4,775	4,690
89 CHEVY CELEBRITY			
Sedan	5,003	5,053	4,963
91 CHEVY CAPRICE			
Sedan	9,973	10,072	9,893
90 CHEVY CAPRICE			
Sedan	7,100	7,171	7,044
91 CHRYSLER LEBARON			
Sedan	9,308	9,401	9,234
90 CHRYSLER LEBARON			
Sedan	8,156	8,238	8,090
91 CHRYSLER NEW YORKER			
Salon Sedan	11,335	11,448	11,244
90 CHRYSLER NEW YORKER			
Sedan	9,417	9,512	9,341
89 CHRYSLER FIFTH AVENUE			
Sedan	7,854	7,932	7,791
88 CHRYSLER FIFTH AVENUE			
Sedan	5,917	5,976	5,870
89 DODGE ARIES AMERICA			
Sedan	3,906	3,945	3,876
88 DODGE ARIES AMERICA			
Sedan	3,098	3,129	3,073
90 DODGE SHADOW			
Lftbk. 5-Dr.	5,615	5,671	5,570
91 DODGE DYNASTY			
Sedan	8,699	8,786	8,629
91 FORD ESCORT			
Htchbk. 4-Dr. LX	6,375	6,439	6,324
90 FORD ESCORT			
Htchbk. 4-Dr. LX	4,840	4,888	4,801
91 FORD MUSTANG			
LX-4 Coupe	7,803	7,880	7,740
91 FORD TEMPO			
GL Sedan 4-Dr.	6,858	6,926	6,803
90 FORD TEMPO			
GL Sedan 4-Dr.	5,470	5,525	5,427
91 FORD TAURUS			
GL Sedan 4-Dr.	9,933	10,032	9,854
90 FORD TAURUS			
GL Sedan 4-Dr.	7,461	7,536	7,401
91 FORD CROWN VICTORIA			
Sedan	10,980	11,089	10,892
90 FORD CROWN VICTORIA			
Sedan	9,027	9,117	8,954
91 FORD THUNDERBIRD			
Coupe	10,453	10,558	10,369
90 FORD THUNDERBIRD			
Coupe	8,294	8,377	8,228
91 LEXUS			
ES 250 Sedan	16,848	17,016	16,713
90 LEXUS			
ES 250 Sedan	13,968	14,108	13,856
91 LEXUS			
LS 400 Sedan	32,523	32,848	32,263
90 LEXUS			
LS 400 Sedan	27,650	27,927	27,429
91 LINCOLN			
Town Car Sedan	18,130	18,312	17,986
Mark VII LSC Coupe	18,393	18,576	18,245
Continental Sedan	17,204	17,377	17,067
90 LINCOLN			
Town Car Sedan	15,603	15,759	15,478
Mark VII LSC Coupe	14,741	14,888	14,623
Continental Sedan	14,051	14,192	13,939
91 MAZDA 626			
LX Sedan 4-Dr.	10,258	10,361	10,176
91 MERCURY COUGAR			
LS Coupe	10,971	11,081	10,883
90 MERCURY COUGAR			
LS Coupe	9,015	9,105	8,943
91 MERCURY TOPAZ			
GS Sedan 4-Dr.	6,964	7,033	6,908
90 MERCURY TOPAZ			
GS Sedan 4-Dr.	5,599	5,654	5,554
91 MERCURY SABLE			
GS Sedan 4-Dr.	10,117	10,218	10,036
90 MERCURY SABLE			
GS Sedan 4-Dr.	7,558	7,634	7,498
91 MERCURY GRAND MARQUIS			
GS Sedan	11,546	11,661	11,454
90 MERCURY GRAND MARQUIS			
GS Sedan	9,691	9,788	9,613
91 MITSUBISHI MIRAGE			
Sedan 4-Dr.	6,568	6,634	6,515
90 MITSUBISHI MIRAGE			
Sedan 4-Dr.	5,446	5,500	5,402
91 NISSAN MAXIMA			
SE Sedan	15,362	15,516	15,239
90 NISSAN MAXIMA			
SE Sedan	13,643	13,779	13,534
91 NISSAN SENTRA			
Sedan 2-Dr.	6,750	6,818	6,696
90 NISSAN SENTRA			
Sedan 2-Dr.	4,646	4,692	4,609
91 NISSAN STANZA			
XE Sedan 4-Dr.	9,134	9,225	9,061
90 NISSAN STANZA			
XE Sedan 4-Dr.	7,941	8,020	7,877
91 OLDS CIERA			
S Coupe	9,761	9,858	9,683
Sedan	9,365	9,459	9,290
90 OLDS CIERA			
Coupe	7,257	7,330	7,199
Sedan	6,951	7,021	6,895
91 OLDS CALAIS			
Sedan	7,306	7,378	7,247
90 OLDS CALAIS			
Sedan	5,984	6,044	5,936
91 OLDS CUTLASS SUPREME			
Coupe	10,461	10,566	10,378
90 OLDS CUTLASS SUPREME			
Coupe	8,244	8,326	8,178
91 OLDS 98 REGENCY			
Sedan	15,974	16,134	15,846
90 OLDS 98 REGENCY			
Sedan	11,609	11,725	11,516
91 PONTIAC SUNBIRD			
SE Coupe	7,589	7,665	7,528
LE Sedan	7,205	7,277	7,147
90 PONTIAC SUNBIRD			
SE Coupe	5,990	6,050	5,942
LE Sedan	5,780	5,838	5,734
91 PONTIAC 6000			
LE Sedan	9,367	9,461	9,292
90 PONTIAC 6000			
LE Sedan	6,792	6,859	6,738
91 PONTIAC GRAND AM			
LE Sedan	8,005	8,085	7,941
90 PONTIAC GRAND AM			
LE Sedan	6,800	6,868	6,746
91 PONTIAC BONNEVILLE			
LE Sedan	11,829	11,947	11,734
90 PONTIAC BONNEVILLE			
LE Sedan	9,125	9,216	9,052
91 PONTIAC GRAND PRIX			
SE Coupe	10,545	10,650	10,461
90 PONTIAC GRAND PRIX			
Coupe	8,188	8,270	8,122
91 SUBARU LEGACY			
L Sedan 4-Dr.	9,000	9,090	8,928
91 TOYOTA CAMRY			
Sedan 4-Dr. Deluxe	10,597	10,703	10,512
90 TOYOTA CAMRY			
Sedan 4-Dr. Deluxe	8,606	8,692	8,537
91 TOYOTA COROLLA			
Sedan 4-Dr. Deluxe	8,126	8,207	8,061
90 TOYOTA COROLLA			
Sedan 4-Dr. Deluxe	6,536	6,601	6,484
91 TOYOTA CRESSIDA			
Lux Sedan	16,842	17,010	16,707
90 TOYOTA CRESSIDA			
Lux Sedan	14,004	14,144	13,892
90 VOLKSWAGEN JETTA			
GL Sedan 4-Dr.	7,313	7,386	7,254
89 VOLKSWAGEN JETTA			
GL Sedan 4-Dr.	5,845	5,903	5,798
91 VOLVO			
240 DL Sedan	14,199	14,341	14,085
90 VOLVO			
240 DL Sedan	11,110	11,221	11,021

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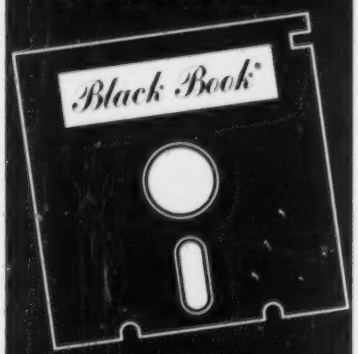

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GAS/DIESEL PRICES

August 21, 1992	AVG. NATIONWIDE PRICES	UNLEADED GAS	DIESEL
	Full-Serve	140.17	142.82
	Self-Serve	113.78	120.30

City*	Unleaded Gas		Diesel	
	Full-Serve	Self-Serve	Full-Serve	Serve-Serve
Atlanta,GA	147.62	99.39	146.10	110.51
Boston, MA	131.43	118.82	130.07	122.60
Chicago, IL	158.92	117.88	146.70	126.46
Dallas, TX	159.50	111.46	160.90	119.32
Denver, CO	168.71	124.18	150.90	125.30
Detroit, MI	155.13	103.58	137.23	114.49
Houston, TX	154.97	108.87	152.13	121.77
Los Angeles, CA	159.50	127.83	155.86	130.02
Memphis, TN	160.23	113.00	157.10	120.10
Miami, FL	151.34	111.16	153.44	121.40
Minneapolis, MN	156.18	114.58	113.40	113.95
New Orleans, LA	165.87	114.06	149.40	123.11
Omaha, NE	137.79	117.18	136.70	119.82
Philadelphia, PA	142.79	113.57	144.04	120.52
Phoenix, AZ	161.18	120.36	156.76	127.81
Portland, OR	148.58	128.50	129.57	129.90
San Francisco, CA	163.23	128.86	164.14	132.74
Seattle, WA	161.13	124.81	153.72	124.08
St. Louis, MO	141.12	100.23	122.70	106.49
Washington, D.C.	153.83	113.44	152.79	124.92

Source: Lundberg Survey Inc. ©1992
**The following cities represent a national sampling of a larger group of cities surveyed twice monthly by Lundberg Survey, Inc. All prices include taxes and are rounded down to the closest tenth of a cent.*

Circle 158 on Inquiry card

EDITORIAL

I studied the lives of great men and famous women, and I found that the men and women who got to the top were those who did the jobs they had in hand, with everything they had of energy and enthusiasm and hard work.
— Harry S. Truman

That man is great who can use the brains of others to carry out his work.
— Donn Piatt

Behind every great man is a woman with nothing to wear.
— L. Grant Glickman

Different Facts, a Different View

Ed Mullane is a unique kind of guy. He appears to have an endless amount of energy and just never quits for what he believes in. As chairman of the Ford Dealers Alliance, he has never quite accepted fleet sales as legitimate, worthwhile, or to be ranked with motherhood and apple pie.

Ed's latest series of dealer publication treatises (he also runs ads for advocacy) appeared in *Auto Age* and *Automotive News*. With the gauntlet raised, he decries any new dealer additions, so that domestic dealers can each gain a larger share. I'm not so sure that I don't agree with him to some degree with the smaller total sales figures. Frankly, from what I've been reading, I thought the automotive economy was taking care of the problem through attrition (closures).

To help make his point, he keeps ragging on the fleet business and, unfortunately, has obtained some suspect figures. In part, his clarion reads:

"In 1990, the fleets accounted for 44 percent of Big Three new car sales, or 2.7 million cars. In 1991, fleet sales increased to about 60 percent of the total. This means that of the Big Three's 5.2 million new car sales, last year, 3.2 million were sold to fleets. And that means only two million new cars were retailed by new car dealers!

Three short years ago (before the 100 percent buyback subsidies doubled new car sales to rental companies) when Big Three new car sales totaled 6.9 million, only two million were sold to fleets and 4.9 million new cars were retailed by dealers. In other words, today's Big Three retail car volume is 40 percent of what it was — or two million units."

	MULLANE			REGISTRATIONS		
	1989	1990	1991	1989	1990	1991
Fleet (Big Three)	2,000,000	2,700,000	3,200,000	1,672,673	1,800,000	1,996,411*
% Fleet of Big Three Total Registrations	28.9%	44%	61.5%	24.8%	32.6%	37.8%*

*In 1991, less retail leasing:

Banks/Financial:	103,400
Mfr.'s Consumer:	294,600
and Government Sales:	106,300
	504,300 x Est. Big Three % =

1991 "Fleet" 1,996,411
-396,411
1,600,000
Commercial & Rental = 30.3%

Mullane's bold statements have some basis for stoking his fires since double cycling in rental was pervasive in 1990 and again in 1991. However, the casual reader (and in this case, the nation's 20,000-plus dealers) can be easily misled on pure figures, even the accurate ones (which I have developed and offer above).

Dealer principals and others would do well to understand that the domestic factories would have faced certain and total disaster without fleet sales during the past two years. A large share of the "fleet" numbers represents retail leases that are but a substitute for a cash-type sale. No one makes any money off government sales except the taxpayer. Dealers really got into the program buying of cars at maker-sponsored auctions and some would not have survived without this fleet-made alternative. Rental sales in the 1993-model year will probably be back at the 1989 level costing the rental companies (and the consumers who use them) a great deal more money.

Fleet sales filled a critical void during a crisis period. Sanity has returned. And fleet business is still good business and a vital link in our automotive process.

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